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FOOD INFORMATION CALENDAR

OFFICE OF INFORMATION
UNITED STATES DEPARTMENT OF AGRICULTURE

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JAN 14 1944
U.S. DEPARTMENT OF AGRICULTURE

December 24, 1943 No. 38

DAIRY SHORT COURSES ON 8-POINT PROGRAM ... About 30 dairy short courses are going to be held the first of the year to explain the 8-pint milk production program for 1944, the extent of needs for increased production and the "how-to-do" information. The first of these will be held early in January, with others following in the next few weeks. Some of the smaller states are combining efforts and holding joint schools, while in some of the larger states more than one such school may be held in the state. These meetings are primarily to familiarize the industry people with the government program.

THE DAIRY INFORMATION KIT will probably be ready for distribution at these schools. As you know, rough drafts of the leaflet and other information pieces were taken to the regional dairy conferences, and are now being issued with conference recommendations included. You will want to be on the look-out for this kit.

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WATCH THAT OPTIMISM ON MACHINERY ..... 'cause the situation isn't that rosy. Even though manufacture of farm machinery should be about double what it was last year, based on allocated raw materials, the supply still won't begin to meet the demands made by farmers who (1) have the money to buy, and (2) see in some new machinery the means of reaching those bigger-than-ever 1944 goals. So farmers will need to keep right on keeping their machinery, equipment and buildings in good repair..

COUNT YOUR TOKENS ..... Notification copies of "A Summary of Information on the New Simplified Plan for the Food Rationing Program and the Use of Tokens," have gone to U.S.D.A. information people in the field. Since the use of tokens will begin Sunday, Feb. 27, you will probably want to become familiar with details of the plan, and integrate it with "share and play square" phases of the FFFF program. A digest of this summary will be made available on a county level.

SPUDS !!!!!!! SPUDS !!!!!!! ..... Because supplies of Irish potatoes are more than ample for present needs, attention of consumers will be directed to the plentiful supplies to encourage their use. The Victory Food Selection about the last of January or first of February will probably climax the effort to focus attention on potatoes. Can you push spuds through your information outlets?

DRAMA WILL OUT ..... and it was a sell-out four nights in a row when the drama group of the Henry Street Settlement in New York City presented "It's Up to You." Thirty-five N.Y. schools plan to present the same play on their own, and ten others have asked for semi-professional groups to bring the play to them.

THERE'S GOING TO BE A NEW TWIST on twine. Look for a short statement early in January on 1944 binder twine, how it's made and why.

FROM US TO YOU ..... In case the United States Department of Agriculture in Washington is an empty name to you, you may be interested in knowing just how the food information programs get to you and others. We have a program leader for each of the following programs: Production, goals, machinery and facilities, farm labor, victory gardens, nutrition and industrial feeding, food conservation, home food preservation, using temporary abundance and compliance with food orders, rationing and price control, post-war planning, and forest fire prevention. The program leader is located in the agency most directly concerned with the program involved. He is responsible for planning, initiating, and following through on campaigns in cooperation with all the other information, administrative and technical people involved, regardless of agencies.

IT HAS BEEN the practice to call all these people together in weekly meetings in the Office of Information. But beginning this week a weekly FFFF round-up of these programs is proposed by combining statements from each of the program leaders covering: (1) New developments, if any, (2) points to be stressed at the time, (3) forward scheduling, (4) facts or other "ammunition," and (5) promotional ideas. This round-up then will be sent to U.S.D.A. information people who service various outlets such as the Food Information Calendar, Memorandum to Farm Program Directors, Letter to Farm Editors, Magazine War Guide, the Food Trade Letter, and many others -- 36 in all.

THAT IS HOW war food information starts on its way to you and the public, both farm and city.

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NATIONAL FARM AND HOME HOUR

MONDAY, Dec. 27 -- J. W. Millard, Director, Office of Materials and Facilities, WFA, and Wallace Kadderly, "We Must Maintain Our Farm Machinery." Ruth Van Deman and Wallace Kadderly, "More Meals from Your Home Dressed Meat." TUESDAY, Dec. 28 -- Ruth Van Deman and Mrs. Edgar B. Chiswell, Berkeley, Calif., "A Young Homemaker and Her Food Budget." WEDNESDAY, Dec. 29 -- Howard Zahniser, Bureau of Plant Industry, "Know Your War Crops," #3 - "Commercial Vegetables." THURSDAY, Dec. 30 -- O. E. Reed, Chief, Bureau of Dairy Industry, "Dairy Science in 1943." UNCLE SAM'S FOREST RANGERS. FRIDAY, Dec. 31 -- Post-War Agriculture #4, Mordecai Ezekiel, Economic Adviser to the Secretary of Agriculture, and Wallace Kadderly, "Farm Incomes Depend on the City." SATURDAY, Jan. 1 -- 4-H CLUB PROGRAM. Wallace Kadderly and Members of Progressive Farmers 4-H Club, Middlesex County, Conn., and M. L. Wilson, Director of Extension Service, U. S. D. A.

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S U N M Q E C R T E I M — Roy F. Hendrickson, Director, FDA, whose daily job makes him one of the outstanding food authorities of the nation, will lead off the 1944 Consumer Time programs with a report on the outlook for food next year. The importance of food in the war will be dramatized, as well as the food situation in enemy lands. That's Saturday, JANUARY 1, NBC, 12:15 EWT.

HERE'S A CHANGE IN DATE ..... for one of the agricultural meetings to be held at Negro colleges. The Annual Rural Life Conference at Alcorn A. & M. College, Alcorn, Miss., is now set for Friday, Feb. 11, 1944. Earlier tentative announcement was for November or December.

IN THE MILL AND COMIN' UP ..... You will probably want to watch for an early press release announcing revision of FPO 14 and amendments on changes in responsibility for farm rationing and related details.

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MERRY CHRISTMAS!!! AND, AS TINY TIM SAID, "GOD BLESS US EVERY ONE!"